

Message Text

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ACTION COME-00

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P R 211343Z JUN 74

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC PRIORITY 4287

INFO AMEMBASSY QUITO

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AMEMBASSY MEXICO

UNCLAS CARACAS 05663

MEXICO PASS H. WATTS U.S. TRADE CENTER

FOR: COMMERCE/BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, EC, PE

SUBJECT: MARKET RESEARCH SURVEYS - ECUDOR AND PERU

REF: A) STATE 123124; B) STATE 129970

BIDS RECEIVED FROM FOLLOWING SIX VENEZUELAN MARKET RESEARCH ORGANIZATIONS.

1. VENEZOLANA DE MERCADEO EXTERIOR (VEMEX)

A) ECUADOR BS. 120,000 OR \$28,037

B) PERU BS. 120,000 OR \$28,037

C) BOTH COUNTRIES SINGLE PRICE BS. 2000,00 OR \$46,729.

D) ACCEPTS ALL CONDITIONS EXCEPTING DEADLINE FOR COUNTRY OVERVIEW TO BE EXTENDED TO SIX WEEKS.

QUALIFICATIONS: THREE YOUNG PRINCIPALS HAVE BACKGROUNDS IN ECONOMICS AND RELATED SCIENTIFIC AREAS. INDICATE ASSOCIATED FIRMS IN ECUADOR AND PERU. PREVIOUS WORK IN VENEZUELAN MARKET INCLUDES THREE INDUSTRIAL STUDIES, AS WELL AS OTHER RESEARCH IN NORTH AFRICA AND BRAZIL BY ONE MEMBER.

2. MSALLPAGE, NUNEZ & BUSTILLOS

A) ECUADOR \$30,000

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B) PERU \$30,000

C. COMBINED STUDY, SINGLE PRICE \$58,000

D) ACCEPTS ALL CONDITIONS.

QUALIFICATIONS: COMPANY COMPRISED OF THREE ECONOMIST WITH TOTAL OF SIX YEARS EXPERIENCE. PROFESSIONAL EXPERIENCE INCLUDES SURVEYS MARKET AND STUDIES IN AREAS OF FINANCE, INDUSTRY, AGRICULTURE FOR NATIONAL AND FOREIGN CONTRACTORS. WORK WOULD BE CONDUCTED BY PERSONNEL FROM VENEZUELA BUT ANTICIPATE NO DIFFICULTY IN CONDUCTING RESEARCH IN ECUADOR AND PERU. IMPRESSIVE EDUCATIONAL AND PROFESSIONAL BACKGROUNDS. COMPETENT IN ENGLISH. MEMERS PRVIOUSLY ASSOCIATED WITH INTERNATIONAL BODIES INCLUDING GATT.

3. SOCIEDAD ED ESTUDIASS DE ECONOMIA Y DESARROLLO (SEDES)

A) ECUADOR BS. 151,500 OR \$35,397

B) PERU BS. 154,000 OR \$35,981

C) COMBINED STUDY, SINGLE PRICE SB. 280,700 OR \$65,584

D) ACCEPTS ALL CONDITIONS

QUALIFICATIONS: SMALL GROUP OF ECONOMISTS. POSSES CONSIDERABLE EXPERIENCE IN VENEZUELAN GOVERNMENT. ONE MEMER HAS WORKED IN ANDEAN PACT AFFAIRS AND FOR VENEZUELAN FOREGN TRADE INSTITUTE. MAIN ACTIVITY HAS BEEN EXPORT PROMOTION WORK ON BEHALF OF LOCAL COMPANIES. CITES TWO ASSOCIATED ECUADORIAN COMPANIES AND ONE PERUVIAN AS STUDY COLLABORATORS. PROJECT DIRECTION CLAIMS EXTENSIVE EXPERIENCE IN AND KNOWLEDGE OF ECUADOR AND PERU THROUGH WORK WITH FOREIGN TRADE INSTITUTE AS ITS DIRECTOR OF ECONOMIC INTEGRATION.

4. DATOS C.A.

A) ECUADOR \$37,600

B) PERU DLS40,600

C. COMBINED STUDY, SINGLE PRICE \$73,500

D) ACCEPTS ALL CONDITIONS

QUALIFICATIONS: ESTABLISHED FIRM WITH TWENTY YEARS EXPERIENCE PRIMARILY IN CONSUMER MARKET RESEARCH AND MERCHANDISING. OPERATES IN VENEZUELA AND MANY LA COUNTRIES ON BEHALF OF MULTINATIONAL CLIENTS. COLLABORATORS IN EITHER STUDY COUNTRY NOT EMPLOYED AS STAFF FROM VENEZUELA WOULD CONDUCT WORK. HAS GOOD PERMANENT STAFF AND FINANCIAL RESOURCES TO EXPAND AS REQUIRED TO COMPLETE STUDY.

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5. COMPANI VENEZOLANA PARA LA PROMOCION DEL COMERCIO EXTERIOR (INTERSPORT C.A).

A) ECUADOR \$39,950

B) PERU \$38,650

C) COMBINED STUDY, SINGLE PRICE \$78,600

D) ACCEPTS ALL CONDITIONS

QUALIFICATIONS. THREE PRINCIPAL MEMBERS AVERAGE FIFTEEN YEARS EXPERIENCE IN ECONOMIC AND EXPORT RELATED ACTIVITIES,

ALTHOUGH FIRM ESTABLISHED FOUR YEARS AGO. CITES TWO ASSOCIATES IN BOTH EUADOR AND PERU WHO WOULD WORK WITH VENEZUELAN STAFF. GOOD REFERENCES FROM PREVIOUS CLIENTS AND THEME COVERAGE OF FEASIBILITY STUDY IS EXCELLENT. PROBABLY BEST QUALIFIED OF COMPETING COMPANIES IF PRICE WERE NOT CONSIDERATION.

6. OFICINA TECNICA DE ESTDIOS Y PLANIFICACION INTEGRAL (OTEPI)

A) ECUADOR BS 660,000 OR \$154,205

B) PERU ? BS. 660,000 OR \$154,205

C) COMBINES STUDY, SINGLE BAGAIN PRICE BS 1,190,009 OR \$278,037.

COMMENT: PRICE QUOTATION APPEARS EXCESSIVE BEYOND SERIOUS CONDIDERATION.

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